

**SMART-HUBs**

Enhancing employment access developing NEET' skills and capabilities to sustain the economic-SMART transition of socio-cultural-tourist destinations by CCIs HUBs contaminations

Opening Conference

Date: 24/9/2025

Venue: Archaeological Museum of Patras



09:00 – 09:30 – Registration & Welcome Coffee

09:30 – 09:45 – Welcome address

- Representatives of Region of Western Greece

09:45 – 10:00 – The SMART-HUBs project: goals and objectives

- Christos Tzomakas, Director of RDF-RWG

10:00 – 10:15 - The Creative@Hubs project contribution

- Marisofi Mavroulia, RDF-RWG

10:15 – 10:30 – Creative Economy: Between Dynamics and Obstacles

- Andreas Tsiliras, Cultural Manager MSc, Co-founder of Mosaic // Culture & Creativity

10:30 – 10:45 – Entrepreneurship support actions from the Regional Operational Programme "Western Greece 2021-2027"

- Aris Mamasioulas, Special Management Service of OP Western Greece, Unit A'

10:45 – 11:00 – Digital Society and Cultural Heritage: Skills, Educational Programs and New Challenges in Culture

- Dr. Konstantina Askouni, Museologist – PhD in Museum Education, Former Deputy Mayor of Finance, Culture and Social Policy, Municipality of Western Achaia

11:00 – 11:30 – Coffee break

11:30 – 11:45 – EMOUNDERGROUNDS case study: Emotional exhibits for experiential tourism and a new transnational CCIs cluster

- Ida Carolla, representative of Municipality of Nardò

11:45 – 12:00 – Building Smart-hubs: Transversal and Digital Competences for innovating CCIs and tourism economy in the Euro-Mediterranean region

- Tiziana Carlino, representative of Materahub Cultural and Creative Industries Consortium Scarl

12:00 – 12:15 – CB4E-Exhibits case study: Capacity building for the development of emotional technological exhibits to support CCIs

- Denise Greco, representative of Municipality of Maida

12:15 – 12:45 – Keynote Speech “Digital Skills Development in Cultural and Creative Industries”

- Xenia Kaldara, Chairwoman of the Board & General Director, Michael Cacoyannis Foundation

12:45 – 13:15 – Archaeological Museum Guide Tour

13:15 – 14:30 – Lunch Break

14:30 – 14:45 – HERIT ADAPT Pilot: Photogrammetry of the Temple of Epikourios Apollon

- Christos Anagnostopoulos, Industrial Systems Institute

14:45 – 15:00 – “SPARC, a spark that never goes out”

- Vassilis Papaioannou, Department of Digital Systems Design and Studies, Municipality of Patras

15:00 – 15:15 – The "CHERRY" project and its contribution to the field of CCI - The role of RWG as a project partner

- "Sofia Karveli, Head of the Department of Regional Policy Planning, Programming, Innovation & Project Evaluation of Region of Western Greece

15:15 – 15:30 – Smart Tourism Destinations and Digital Transformation in Culture

- Alkiviadis Panagopoulos, Professor, Director, Laboratory of Information Systems and Forecasting in Tourism, Department of Tourism Management, University of Patras

15:30 – 16:00 – Summary – Q&A

